SYNOPSIS

STUDY OF BEHAVIOURAL FINANCE FACTORS INFLUENCING INVESTMENT DECISION OF SALARIED WOMEN IN GHAZIABAD

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1.0 INTRODUCTION

Investments are necessary for capital formation which is considered as a crucial element in promoting economic development of a developing country like India. In fact, it is not possible to arrange other factors of production without capital. Some nations in this world are not blessed with abundance of natural resources. But still, only because of investment in industry and technology, they became economic superpowers. In India both men and women contributing in the national income.

During the last centuries, several social religious movements were initiated in India, but these efforts were limited to improvement of women's position within the limits by traditional framework. It was the participation of a large number of women in the national liberation struggle and social reconstruction programmes under the leadership of Gandhiji and the involvement of some women in revolutionary activities drawing inspiration from Subhash Chandra Bose which made the beginning of women's participation in the wider social and political field. Indian independence in 1947 marks a turning point in the process of development of women. As India emerged as a sovereign Democratic Republic in 1950, it provided a strong judicial base to the status of women at par with men in the male dominated society.

The rapid progress of industrialization in India has brought about significant changes in Indian society especially in the status of women, affecting their lives, both within and

without the family. With industrialization the roles of economic productivity shifted from home to the offices and factories. Thus, the industrialization of the economy and associated socioeconomic changes have promoted the women “to leave the confines of their female polarized home making roles towards some degree of freedom, role flexibility and to assert their right to equality in each and every field of human life”

The number of working women has been rapidly increasing since last two decades, due to increasing rate of literacy among them, awareness of self-entityand family needs. Now women are employed in various fields like education, insurance companies, medical, IT service industries, manufacturing industries, finance, politics, Government and semi government organizations etc.

The attitude of the society towards women has been significantly changed. There is social acceptance of the women at work place. Organizations are now prepared for providing them flexible work plans so as to enable them to manage their domestic and official activities efficiently. Investment may also be classified into traditional and modern investments, traditional investment includes investment in gold, real estate, bank deposits and postal instruments such as Indira Vikas Patra, National Saving Certificate, Kisan Vikas Patra etc. Modern investment includes investment in shares, debentures, stocks, mutual funds, life insurance, intellectual property, units, Commodity market etc. Women employees excelling in all the significant

fields involving in both traditional and modern type of investment practices.

2.0OBJECTIVES OF THE STUDY

The following objectives are framed to make analysis for the study:

- To study thefactors determining the investment decision of women employees
- To analyse the challenges faced by women employees while making investment
- To explore the opportunities available for a woman which can be easily accessible
- To study the behavioural aspect of a woman while taking investment decision
- To understand the perception of women employees on investment
- To identify the various pattern of investment of women employees

3.0 REVIEW OF LITERATURE

This chapter presents the brief review of earlier studies, which are related to the study of the empirical concepts of investment behaviour of salaried women employees pertaining to the objectives of the present study. The collection of reviews has been made from various studies undertaken by academicians and scholars that are found in journals, magazines, publications, working papers, books and the like.

According to research work of Sharma (2019), women investors have a fair knowledge about investment game and Factors like fund characteristics, creditability, convenience and fund family have high impact on perception of investors. These factors give them the required boosting in the investment process.

Veluchamy and Thangaraj (2020) in their research work mentioned that investment pattern among the women executives was mainly determined by background like age, nativity, level of education, marital status, nature of family, family size, number of earning members per family, number of educated person per family, designation, personal income and family income.

Additionally, Kappal and Rastogi (2020) revealed that women entrepreneurs consider investment as a long-term instrument; they are risk averse and quite conservative. They are willing to take risks in business but not for making investment decisions. The reasons for this low-risk behaviour include lack of time to understand investments and lack of knowledge about various products. The research asserts that if they spend time to be informed about the nuances of investment instruments, they are likely to take risks for their investments as well.

(Tomar & Tomar, 2019) describes those males and femaleswho prefer to invest in equity more, but females are more conventional investors than males as they also favour spending on Insurance. The male and female societies support to invest least in Bonds and Debentures as contrasted to different investment options. Males' investment decisions and females' investment decisions across various investment alternatives are not correlated.

(Kumari, 2018) recognized that there are many of consideration needed while financing, namely tax planning, investment protection, retirement earnings, etc., consequently the elements of an original investor, should reflect the variables which are mentioned.

(Rao, 2017) points out that women became independent to take the investment decision. Moreover, they are in a more favourable situation to maintain their investment avenues. It has been changing in the understanding of women and women understand investing and buying with money as a

vanity issue and a self-esteem factor which would demand reverence for them, improve their self-confidence and eventually lead to an alteration in the standard of living.

(Sah, 2017) mentioned his study that the women investors favour short-range investments rather than creating provisions for long-range benefits. Besides, there has been an increase in the number of educated working women, and they are, however, mostly dependent on their family members, friends, and relatives for investment-related information and for making investment decisions.

(Lourrine et al., 2017) established their study that certain circumstances influence the investment choice of women. Among the various sources of knowledge, internet and social media have been undoubtedly revealed as the ones who have a significant impact on the investment choice of women with women having a presentation to and utilizing these sources giving a tendency to invest in comparatively more precarious investment boulevards like Equity Market, Mutual Funds, Hedge Funds, etc. The study also explicitly indicates that more risk-averse women seem to be conservative and choose less hazardous investments like Bank term Deposits and Provident Funds.

Prof. Priya Vasagadekar (2016) research on working women she concludes that because of high level education, today's women are getting the best job offers with high take home pay packages. It has become the present day need for working women in India to increase their wealth. As most of the women are low in financial literacy, it becomes hardly

possible for them to manage their portfolios on their own. Also, the risk bearing capacity of working women in India is low. This is due to lack of sound financial knowledge.

Saha Asish and Rama Murthy Y Sree (2016) indicated that return, liquidity, safety and capital appreciation played a predominant role in the preference of the schemes by investors. The preference of households towards shares and debentures was 7 percent by 1989-90. The study suggested that mutual funds being an alternate way for direct purchase of stocks should be managed effectively adopting investment analysis, valuation models and portfolio management techniques. Further, the fund managers could adopt portfolio selection techniques to make more informed judgments rather than making investments on an intuition basis.

Pestonjee D. M. and Balsara Anita H. (2015) studied the topic "Investment Pattern and Decision Making: The Role of working Women." They tried to find out how far working women enjoy freedom to take investment related decisions on their own and the pattern of investments in the male dominated investment world in India. They collected required data with the help of a questionnaire, which included questions relating to saving, type of investment, influencing factors, expenditure and decision makers. The questions relating to investment pattern and its decision maker with respect to working women were studied by taking a sample of 227 respondents from three cities: 108 in Ahmadabad, 60 in Solapur and 59 in Gulbarga.

S. K. Roy (2015) in his study on “Investment in uncertainty” analysed the various types of risks. His study indicated that, for the selection of a portfolio, it is necessary to carry out comparison between various combinations of portfolios. The individual should hold that portfolio of securities which would place him on the highest return, by way of selecting from the set of available port folios. He concluded that investment should be made in a growth-oriented company, which is capable of following a sustained demand growth in the future period.

Sahadevan.S and Thiripalraju, M (2014) indicated that mutual funds provided opportunity for the middle and lower income groups to acquire shares. The savings of household sector has witnessed a shift in the preference from physical assets to financial assets. The study revealed that savings pattern of households shifted from bank deposits to shares, debentures and mutual funds.

Rajeshwari Jain (2014) finds that women prefer fixed deposit in bank a safe investment option & for tax saving purpose. Women also select gold as good investment.

Narayana (2014) stated that, income, savings and investment are the three key variables of any economy. The level of income is an important determinant of savings.

Dr. R. Sellappan, Ms. S. Jamuna& Ms. Kavitha (2013) find out that married women are more curious in making investment than the unmarried. As well as the younger are mostly like to invest in shares mutual funds, insurance and fixed deposits than the older women. The middle age persons prefer to

invest in real estate source of investment. So, the government, Bankers and Financial institutions can introduce lot of schemes of investment based on segmentation of the age and marital status factors to acquire more funds.

Puneet Bhushan & Yajulu Medury (2013) concluded that women are more conservative and takes less risk and significant gender differences occur in investment preferences for health insurance, fixed deposits and market investments among employees.

V.R. Palanivelu & K Chandrakumar (2013) highlightsthat certain factor of salaried employees like education level, awareness about the current financial system, age of investors etc. make significant impact while deciding the investment avenue.

Karthikeyan B (2013) in his study on “small investor’s perception on Post Office small saving schemes” has noticed significant difference among four age groups, in the level of awareness for KVP, NSS, DSRE and the overall score confirmed that, the level of awareness among the old age group investors was higher than the young age group investor.

4.0 HYPOTHESIS FOR THE STUDY

- There is no significant difference between the annual income and investment among the salaried women in the study area
- There is no significant difference between the private or non-private salaried women concerning the investment decision
- There is no significant relationship in overall Investment Decision of Salaried Women Employees among the groups of respondents based on their demographic classification
- There is no significant relationship in motive of Investment of Salaried Women Employees among the groups of respondents based on their demographic classification
- There is no significant relationship in choice of Investment of Salaried Women Employees among the groups of respondents based on their demographic classification
- There is no awareness of investment opportunities available among the salaried women in the study area
- There is no significant relationship in percentage of investment out of total investment in the avenues of

salaried women employees among the groups of respondents based on their demographic classification

- There is no significant difference in the determinants of Investment decision of salaried women employees among the groups of respondents based on their demographic classification
- There is no significant difference in barriers to the investment decision of salaried women employees among the groups of respondents based on their demographic classification

5.0 RESEARCH METHODOLOGY

The research is investigative and qualitative in nature. Qualitative data collection is most common method used to gather information for research purpose. A survey is an example in which questions are asked to gather replies that gives light on behaviours, preferences and views.

5.1 METHOD OF DATA COLLECTION

The research work will be based on primary data, collected from the sample respondents through a structured questionnaire. Other information relevant for the study's analysis and others will be collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

- Primary Data: Survey from salaried women through questionnaire
- Secondary Data: Websites, Books, Reports and Journals
- Research approach: Survey
- Research Design: Descriptive

5.2 SAMPLE DESIGN

- ✓ Sampling size: 300 respondents
- ✓ Sampling method: Random Sampling
- ✓ Sample unit: Salaried women in Ghaziabad
- ✓ Measuring tool: Questionnaire

- ✓ Sampling procedure: Conveniencesampling from salaried women

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